1-68.   (cancelled)

69.   (withdrawn) A method of visualizing a performance of a set of messages, said method characterized in that said method includes virtual or actual construction of a two-dimensional graphical plot, and further characterized in that the x-axis of the graphical plot runs over the different messages, the y-axis of the graphical plot runs over different levels or values of a message attribute, and the color or shade of gray represents the performance of that message for that level or value of the targeting attribute.

70.   (withdrawn) A method of visualizing a performance of a set of messages, said method characterized in that said method includes virtual or actual construction of a two-dimensional graphical plot, and further characterized in that the x-axis of the graphical plot runs over one targeting attribute, the y-axis of the graphical plot runs over another targeting attribute, and the color or shade of gray represents the performance of the best message for that attribute combination.

71.   (withdrawn) A method of visualizing a performance of a set of messages, said method characterized in that said method includes virtual or actual construction of a two-dimensional graphical plot, and further characterized in that the x-axis of the graphical plot runs over one targeting attribute, the y-axis of the graphical plot runs over another targeting attribute, and the color or shade of gray identifies the message that performs best for that attribute combination.

72.   (withdrawn) A method for improving the performance of advertising messages in an interactive measurable medium, said method comprising:

dividing visitors into segments based on the performance of different messages for different visitors;

constructing a segmentation, based on the performance of message alternatives for different visitor types, where visitors are classified by demographic or psychographic information along a number of attributes; and

comparing different segmentations to determine which segmentation will lead to the maximum visitor response.

73.   (withdrawn)   A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism, comprising: a program module that directs the computer system and/or components thereof, to function in a specified manner to improve the performance of advertising messages in an interactive measurable medium, the program module instructions for:

dividing visitors into segments based on the performance of different messages for different visitors;

constructing a segmentation, based on the performance of message alternatives for different visitor types, where visitors are classified by demographic or psychographic information along a number of attributes; and

comparing different segmentations to determine which segmentation will lead to the maximum visitor response.

74.   (currently amended)   Apparatus, comprising:

a processor;

a computer memory holding computer program instructions which when executed by the processor comprise:

an optimization process programmed to receive message performance information and to generate recommended message allocations;

a segmentation process programmed to segment a target visitor population into a set of segments using one or more templates each comprising one or more cells, wherein the target visitor population comprises visitors defined by a set of visitor profile attributes, each visitor profile attribute comprising one or more portions, each portion corresponding to one or more values or range of values of an attribute, wherein values associated with one or more attributes corresponds to a cell, and the set of segments, collectively, comprise the target visitor population, wherein the segmentation process compares a set of possible segmentations and uses an algorithm to identify a segmentation that segments the target visitor population such that each cell for a given template belongs to one of the segments by determining, recursively, beginning with a single segment that includes all of the set of segments representing the target visitor population, and continuing for each new segment resulting from a split until no new segments are produced, whether to split a segment into two or more disjoint smaller segments based on whether a weighted performance of the two or more disjoint smaller segments is better than that of the segment; and

an allocation process programmed to receive the recommended message allocations from the optimization process and to receive the set of segments from the segmentation process and, in response, generating message allocations.

75.   (previously presented) The apparatus as described in claim 74 wherein the algorithm is a greedy algorithm.

76.   (previously presented) The apparatus as described in claim 74 wherein visitors are classified by demographic or psychographic information along a number of attributes.

77.   (previously presented) The apparatus as described in claim 74 wherein the segmentation process compares the set of possible segmentations to determine which segmentation will lead to a desired visitor response.

78.   (previously presented) The apparatus as described in claim 74 wherein the segmentation process divides visitors into segments based on the performance of different messages for different visitors.